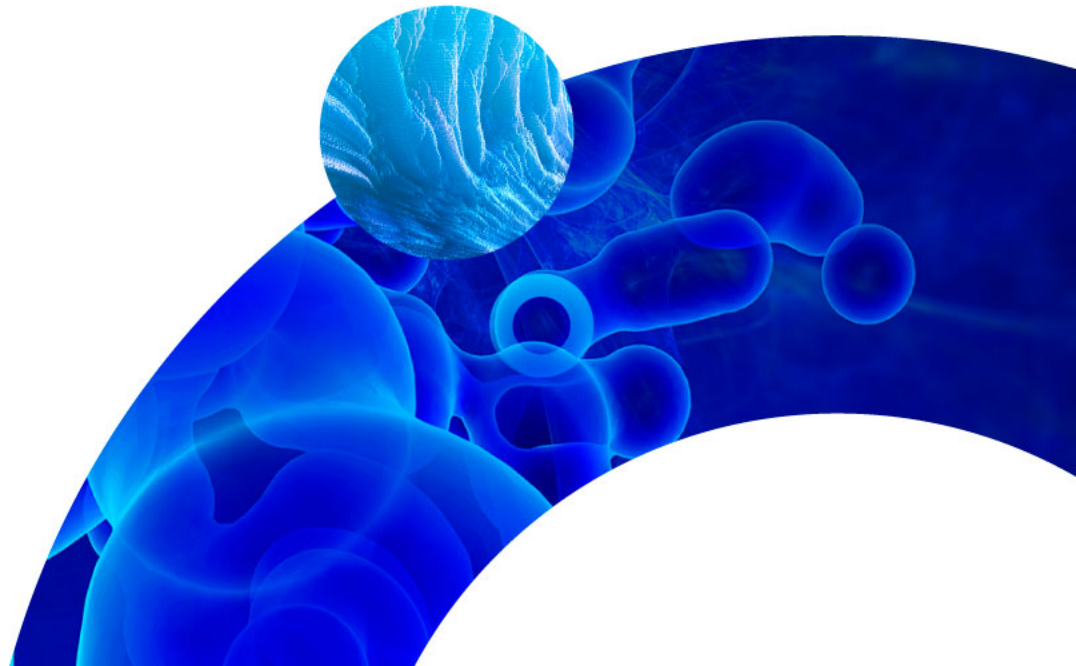
Mastering Biology to Advance Human Health

Serge Saxonov
CEO, Co-Founder



Safe Harbor Statement

Certain statements in this presentation and the accompanying oral commentary are “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, which are subject to the “safe harbor” created by those sections. All statements, other than statements of historical facts may be forward-looking statements. These forward-looking statements, which are subject to risks, uncertainties and assumptions about us, may include projections of our future financial performance, our future products, our technology, our potential market opportunity, our anticipated growth strategies and anticipated trends in our business. In some cases, you can identify these statements by forward-looking words such as “anticipate”, “believe”, “continue”, “could”, “estimate”, “expect”, “intend”, “may”, “might”, “plan”, “potential”, “predict”, “should”, “would” or “will”, the negative of these terms and other comparable terminology. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially and adversely from those contained in any forward-looking statements we may make. Although we believe the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, level of activity, performance or achievements. These statements are inherently uncertain and you are cautioned not to place undue reliance on such forward-looking statements as predictions of future performance or otherwise. We wish to caution you that our actual results could differ materially from those anticipated in such forward-looking statements as a result of several factors, including, but not limited to, the following:

- our inability to generate sufficient revenue to achieve and maintain profitability;
- our inability to compete effectively in the life sciences technology market;
- our inability to guarantee the success of our Next GEM microfluidic chip;
- our inability to generate revenue from the sale of our Visium and Chromium solutions, and in particular our Single Cell Gene Expression solutions;
- changes in research and development spending by academic institutions;
- our inability to effectively manage product transitions or accurately forecast customer demand;
- our inability to increase penetration in our existing markets;
- our inability to develop new products, enhance the capabilities of our existing products to keep pace with rapidly changing technology and customer requirements or successfully manage the transition to new product offerings;
- our existing and new products failure to achieve and sustain sufficient scientific acceptance; and
- our involvement in significant litigation and adverse resolution of these lawsuits.

The forward-looking statements in this presentation are made only as of the date hereof. For a further description of the risks and uncertainties that could cause actual results to differ from those expressed in these forward-looking statements, as well as risks relating to the business of the Company in general, see the Company's periodic filings with the Securities and Exchange Commission (the "SEC"), including a registration statement (including a prospectus) on Form S-1 (File No. 333-233361), the Company’s Quarterly Reports on Form 10-Q for the quarter ended September 30, 2019 and any current and periodic reports filed thereafter. Except as required by law, the Company assumes no obligation and does not intend to update these forward-looking statements or to conform these statements to actual results or to changes in the Company's expectations. In light of the foregoing, investors are urged not to rely on any forward-looking statement or third-party data in reaching any conclusion or making any investment decision about any securities of the Company.

We use filings with the Securities and Exchange Commission, the Company’s website (www.10xgenomics.com), press releases, public conference calls, public webcasts and our social media accounts as means of disclosing material non-public information and for complying with the Company’s disclosure obligations under Regulation FD. The information contained on, or that may be accessed through, the Company’s website is not incorporated by reference into, and is not a part of, this presentation.

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10x Today

$170M+ First 3 quarters of 2019 revenue

75% Revenue growth as of Q3

1,500+ Installed instruments

~$150K Consumable pull-through

700+ Peer reviewed publications

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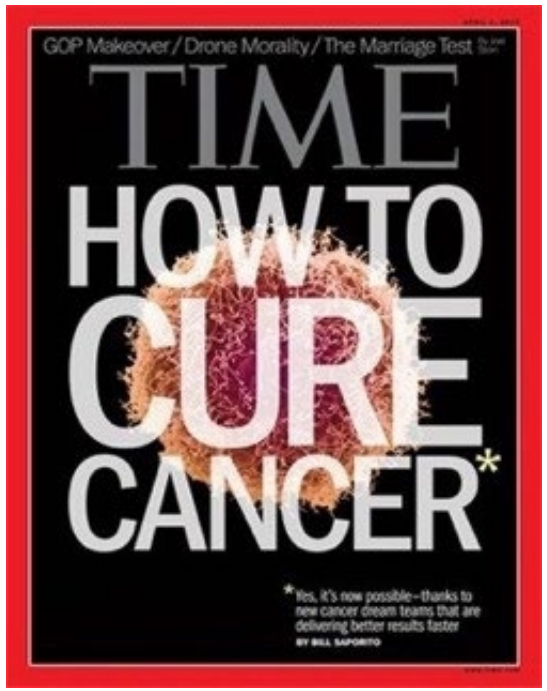
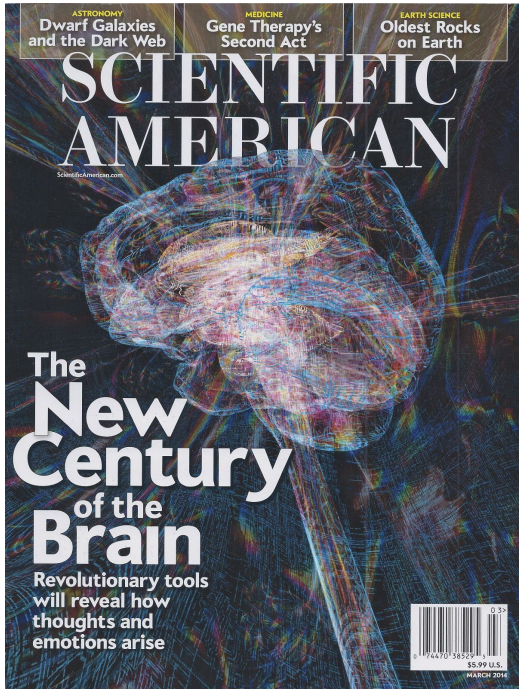
Century of Biology









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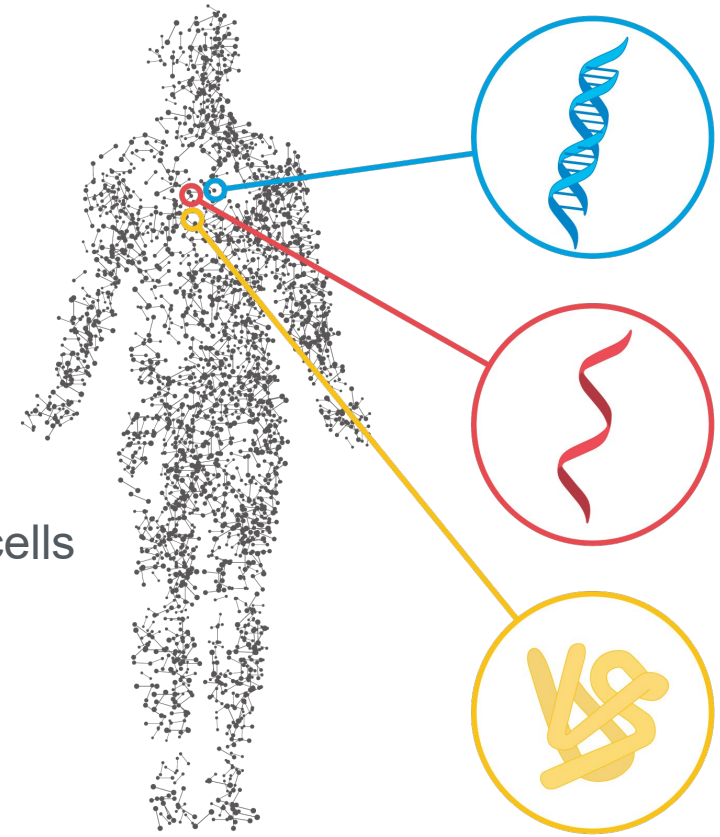
Biology is Immensely Complex



40 trillion cells

3 billion DNA bases in the genome
Each cell with its own epigenetic program

Transcribed into tens of thousands of mRNA molecules
Each cell with a unique set of expressed genes

Translated into tens of thousands of proteins
Each immune cell with its own unique antibody

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The Need for High Resolution at Massive Scale

Genomics-Led Path to Understanding Human Biology

First Phase

Focus on DNA

Compile the ‘parts list’
of human biology

Human Genome Project
Genome wide association studies
Population sequencing



Second Phase

Expand to address all of biology

Understand the parts and
learn how to manipulate them

Downstream biological experiments
Massive multi-omic analyses
Engineering biology

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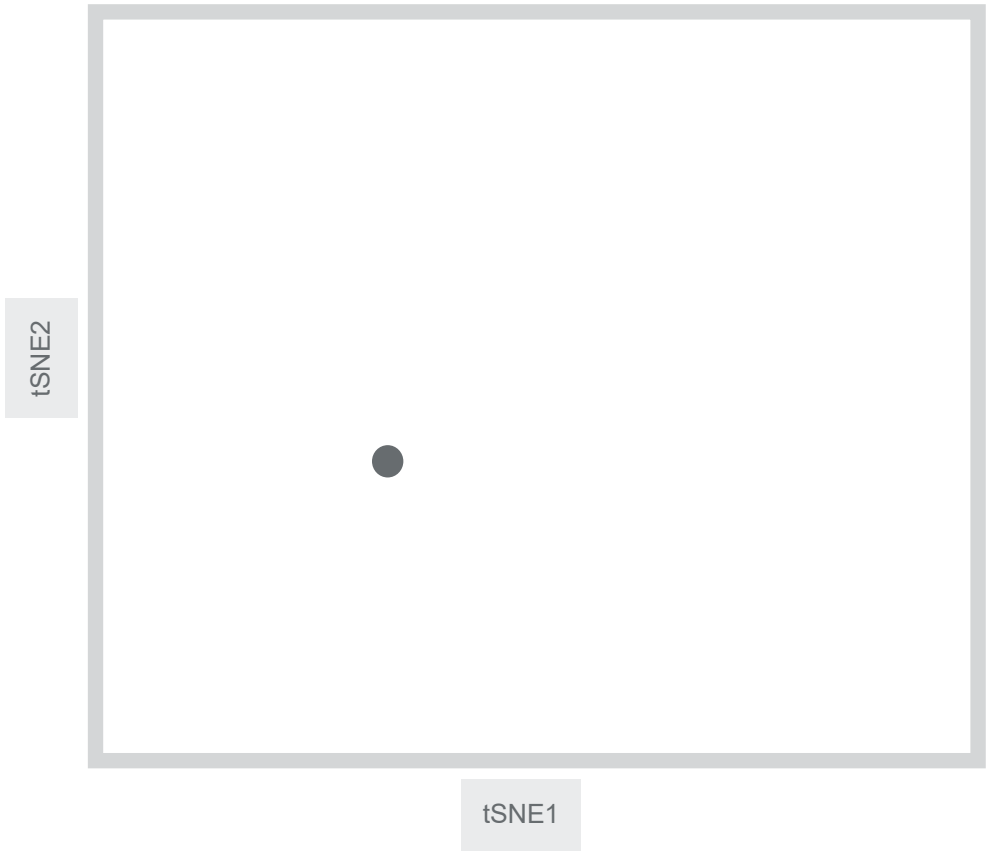
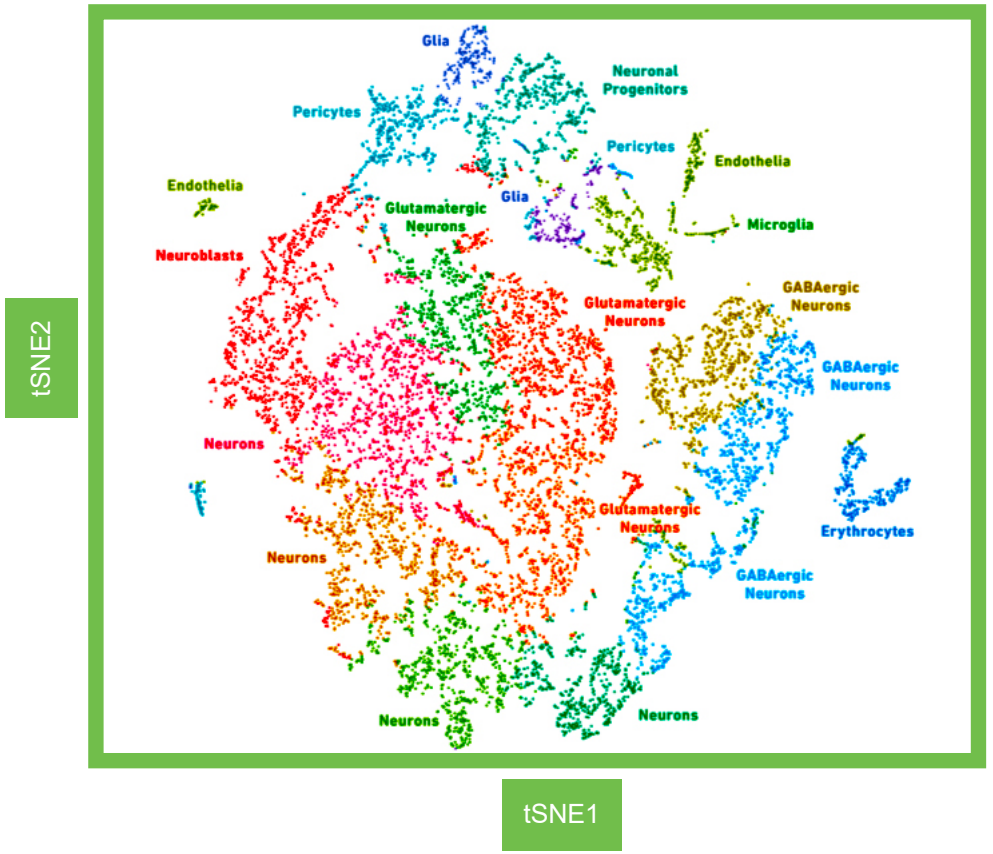
Gene Expression at the Right Resolution and Scale

Conventional gene expression



Single cell data for thousands of cells



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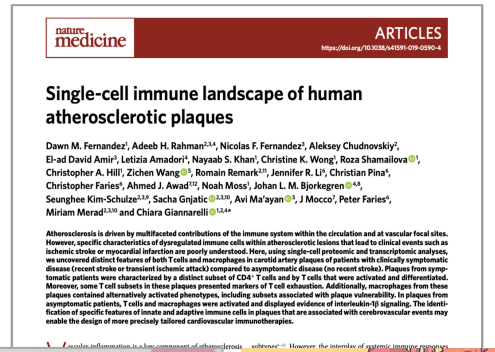
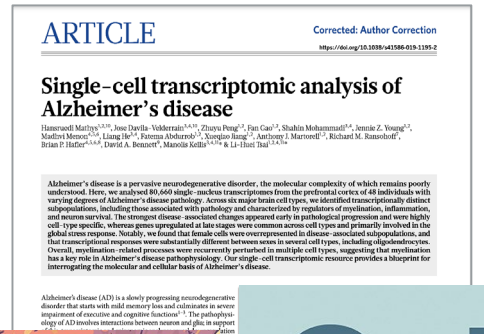
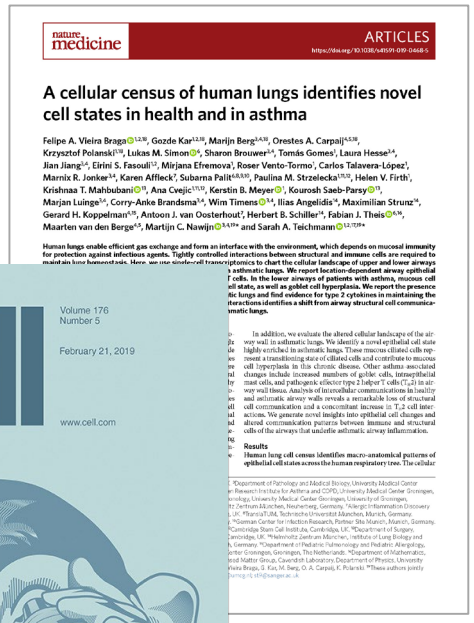
Major Discoveries Across Life Sciences

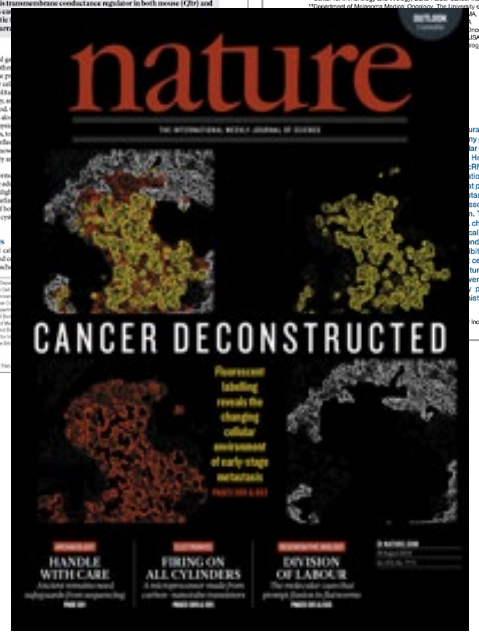




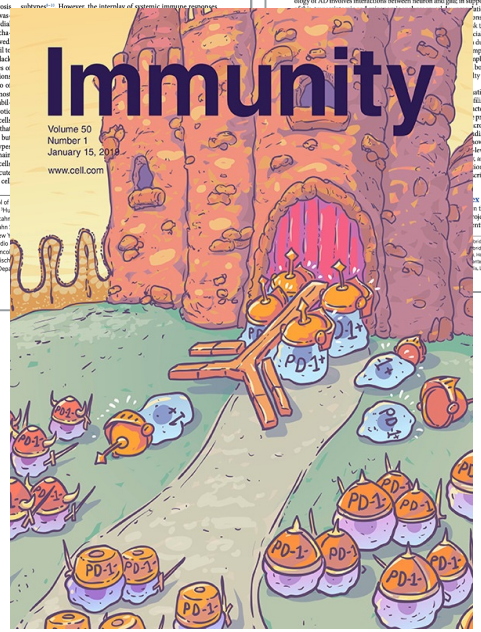














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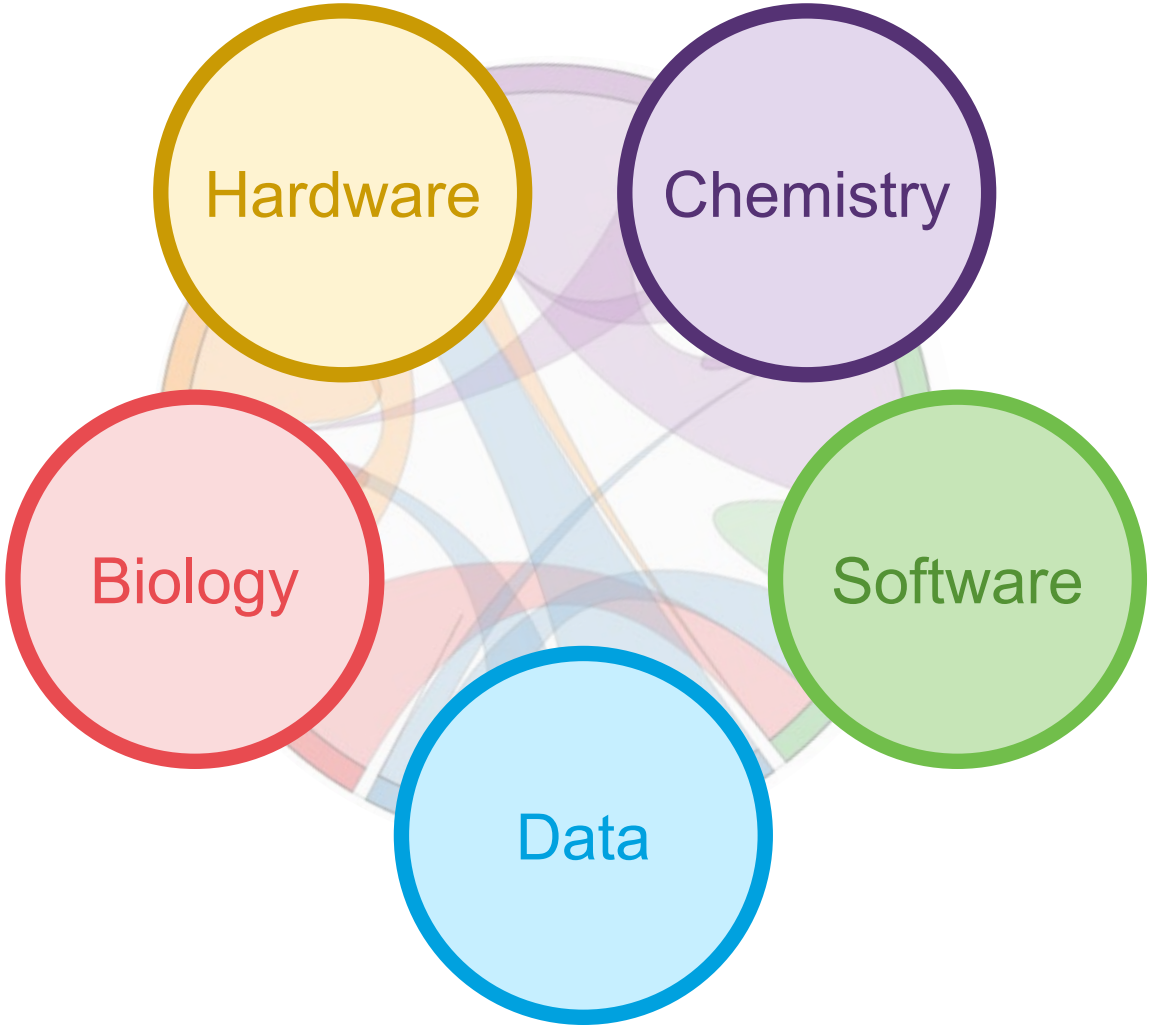
Deep Expertise Across Diverse Disciplines



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Complete Solutions

Instruments



Consumables



Software



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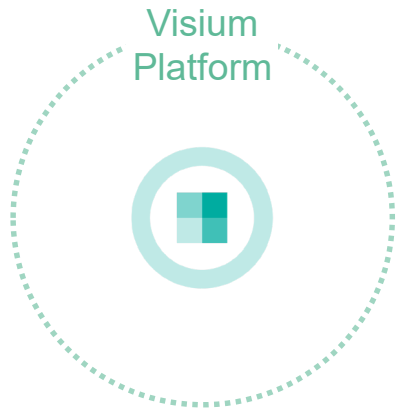
Innovation Engine





Cell Surface Proteins

CRISPR Profile

Antigen Specificity

Single Cell CNV

Single Cell ATAC

(v3) Single Cell Gene Expression

High Definition Immunology

Single Cell Gene Expression

Linked-Read Genome Sequencing

2015

2016

2017

2018

2019

Two successful acquisitions

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SPATIAL TRANSCRIPTOMICS

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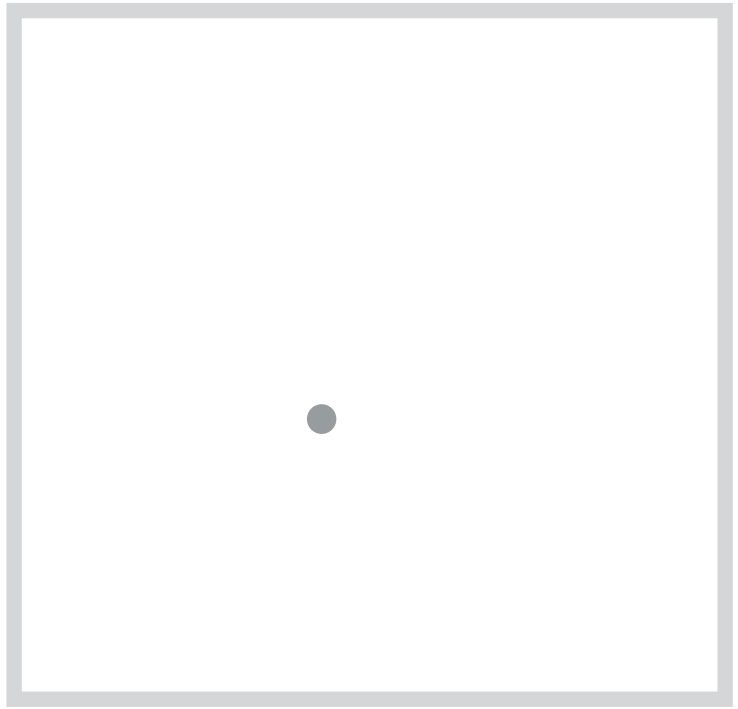
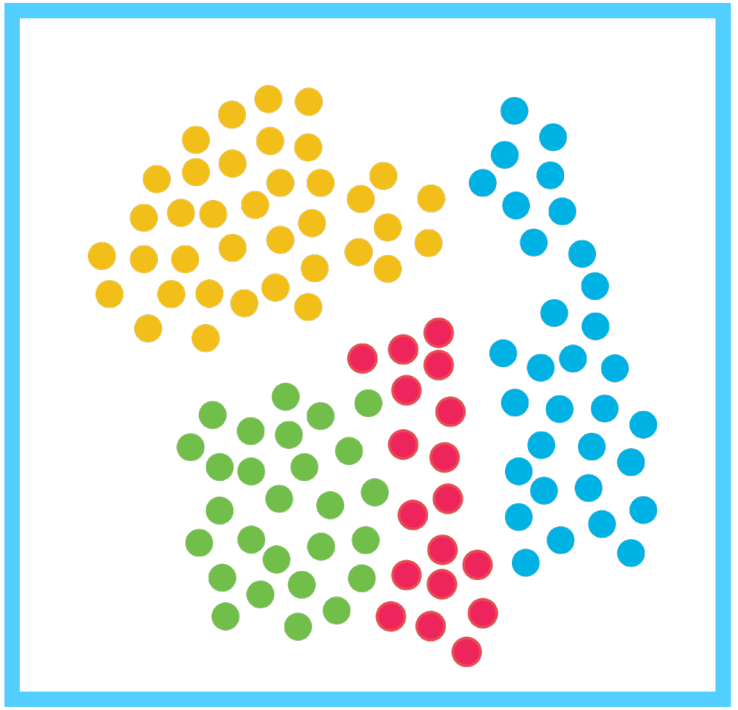
Product Platforms

Traditional Platforms



Bulk

Chromium



Single Cell

Visium



Spatial

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Chromium Platform: Millions of Parallel Reactions

Sample

Chromium Controller and consumables

Next generation sequencer

Analysis and visualization software





Less than 25% of customers own a DNA sequencer



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Visium Platform: Capturing Spatial Information

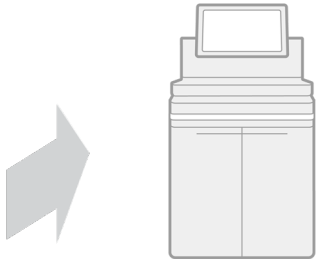
Sample



Visium consumables

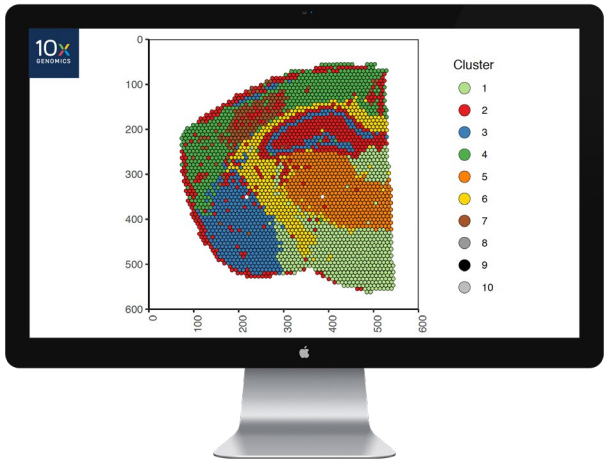


Next generation sequencer



Less than 25% of customers own a DNA sequencer

Analysis and visualization software



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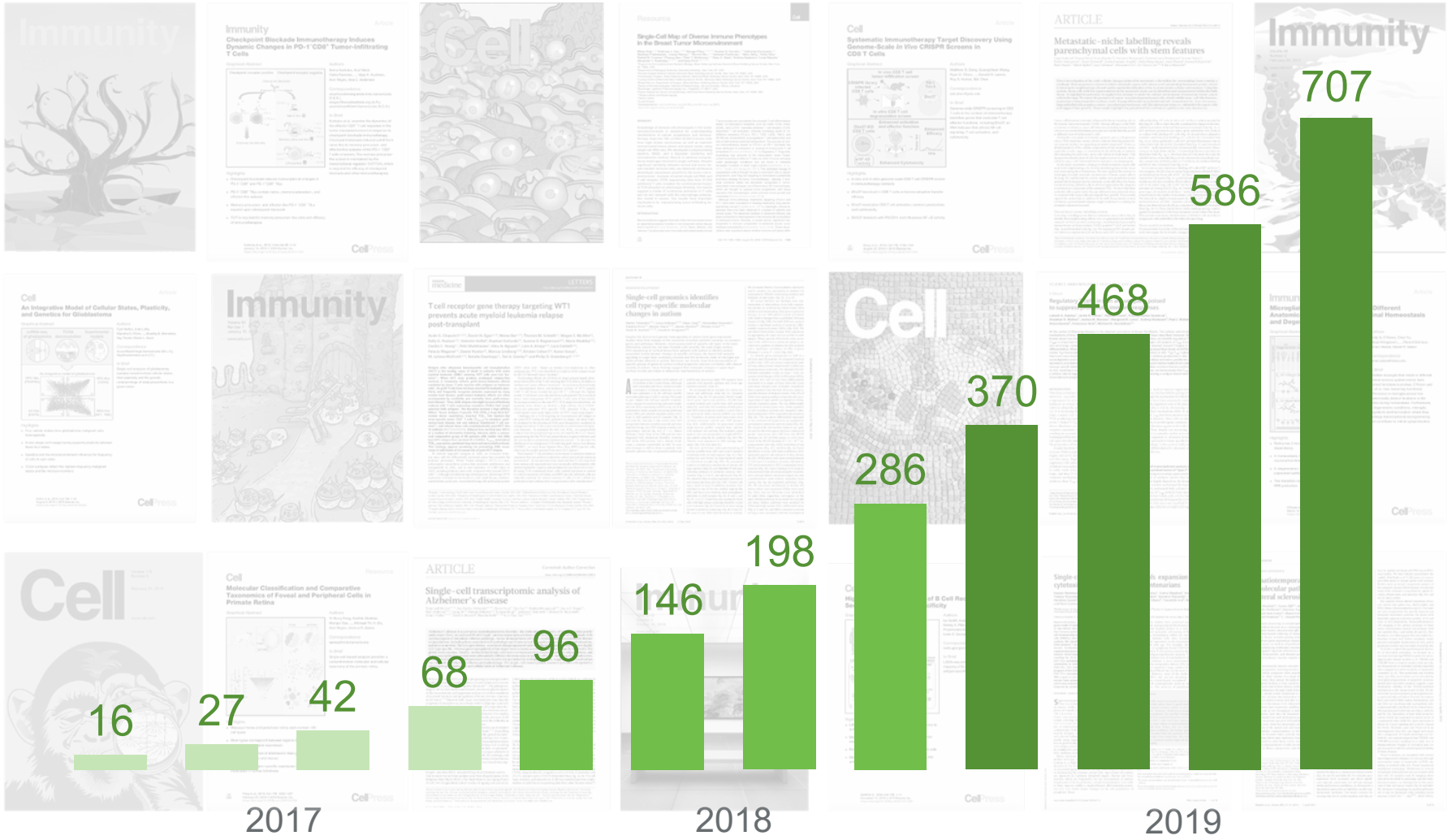
Rapid Growth in Publications Across Life Science



Cumulative publications

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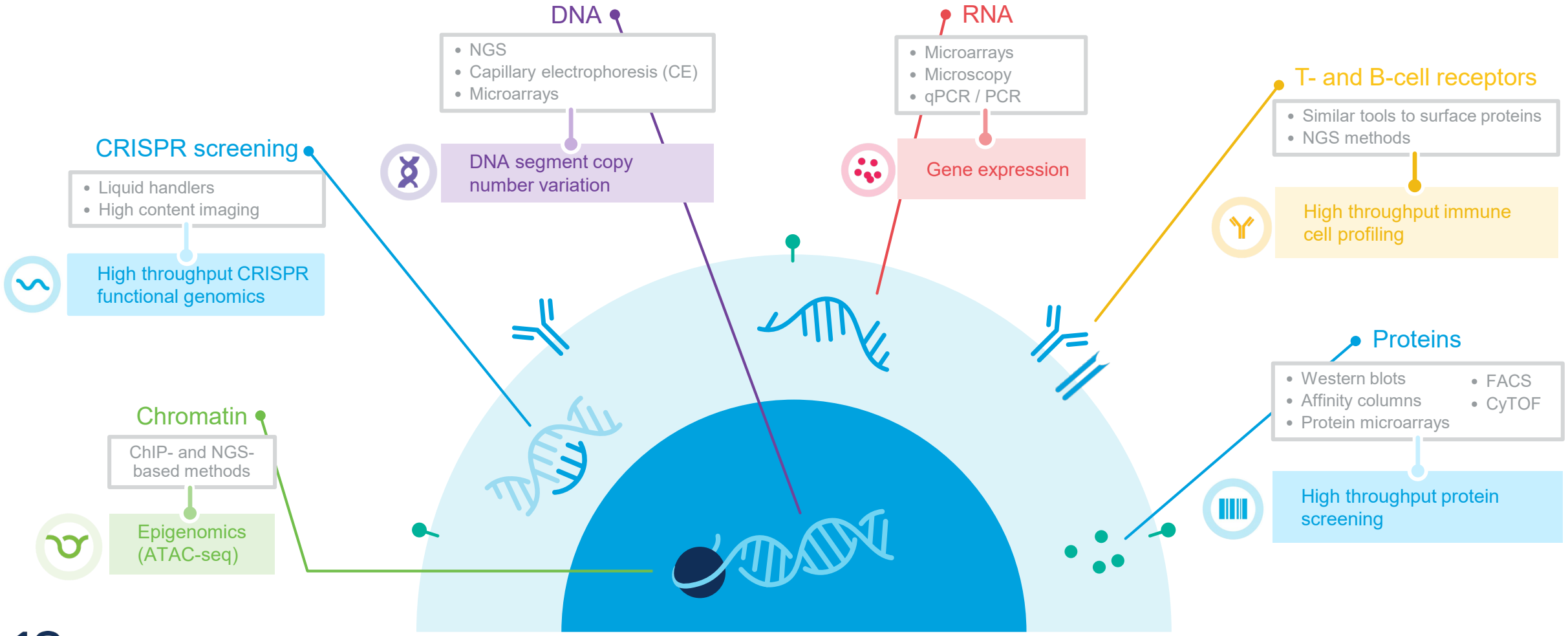
Replacing the Legacy Toolkit Across Biology



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Underpenetrated Market: Real-Time PCR Comparison

~50,000

Real-time PCR units globally



1,500+

Chromium Instruments



Large global opportunity

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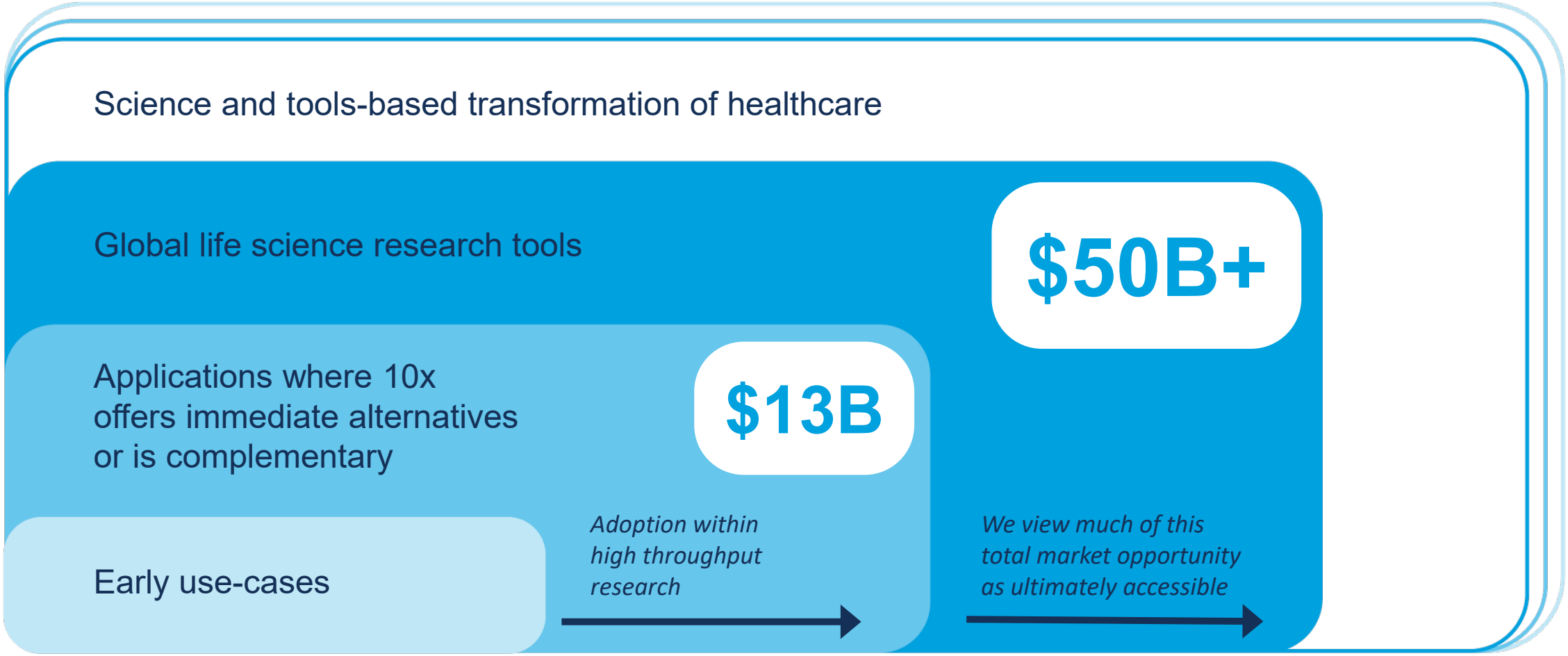
Creating New Markets Across Life Science Research



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Focused and Experienced Commercial Organization



Industry Leadership

96 of the top 100 global research institutions
19 of top 20 global biopharmaceutical companies
Named partner Human Cell Atlas and other large projects



Widespread Adoption

1,500+ instruments sold since mid-2015
Low customer concentration, no direct account represents more than 5% of revenue
Global Reach approximately half of revenues from sources outside US



Customer Success

700+ peer-reviewed publications a powerful source for customer acquisition
50+ Support Scientists focused on customer success
Extensive educational and training materials supporting the customer journey



Pull-through

More than 50% of customers use multiple solutions
~$150k average annual consumable pull-through per instrument, a fraction of capacity
Recruit "halo users" adjacent users add to pull-through and become future owners

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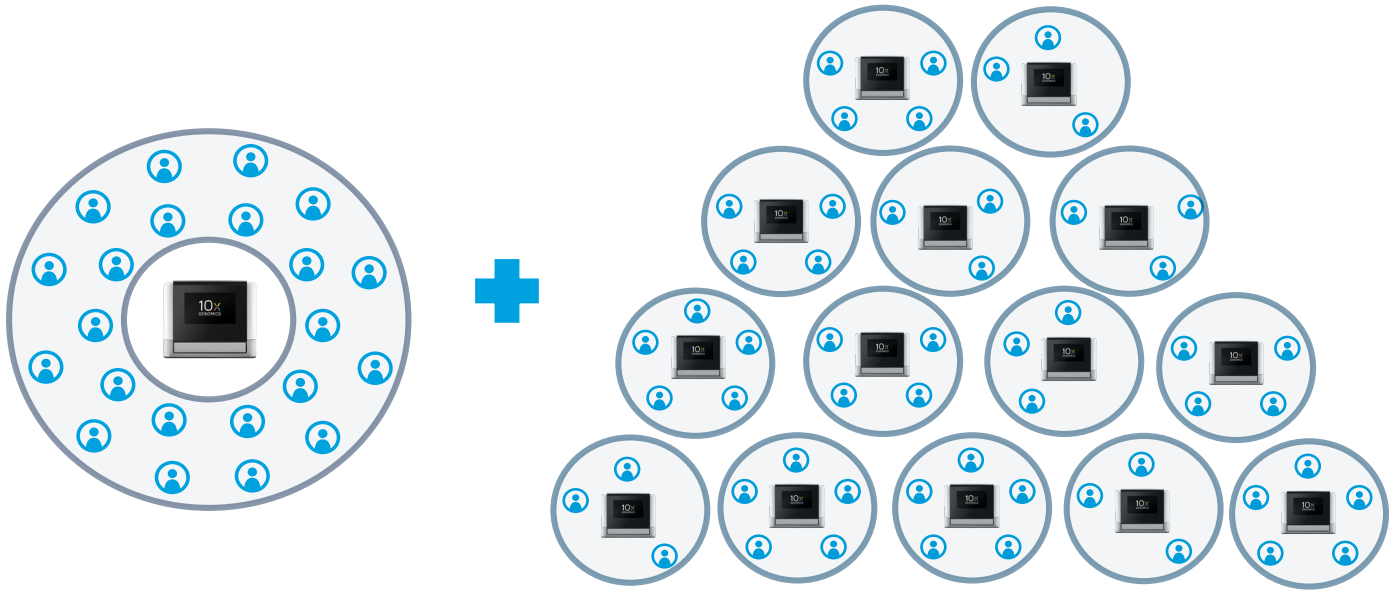
Chromium Use Case: University of Pittsburgh

Single cell genomics core facility supports early adoption

One placement has grown to over 14

Individual placements are typically shared by several labs with between 2-5 users

University of Pittsburgh outsources nearly all of its sequencing to third-party providers



Many of the individual labs and PIs which own a Chromium instrument were previously users of the single cell genomics core

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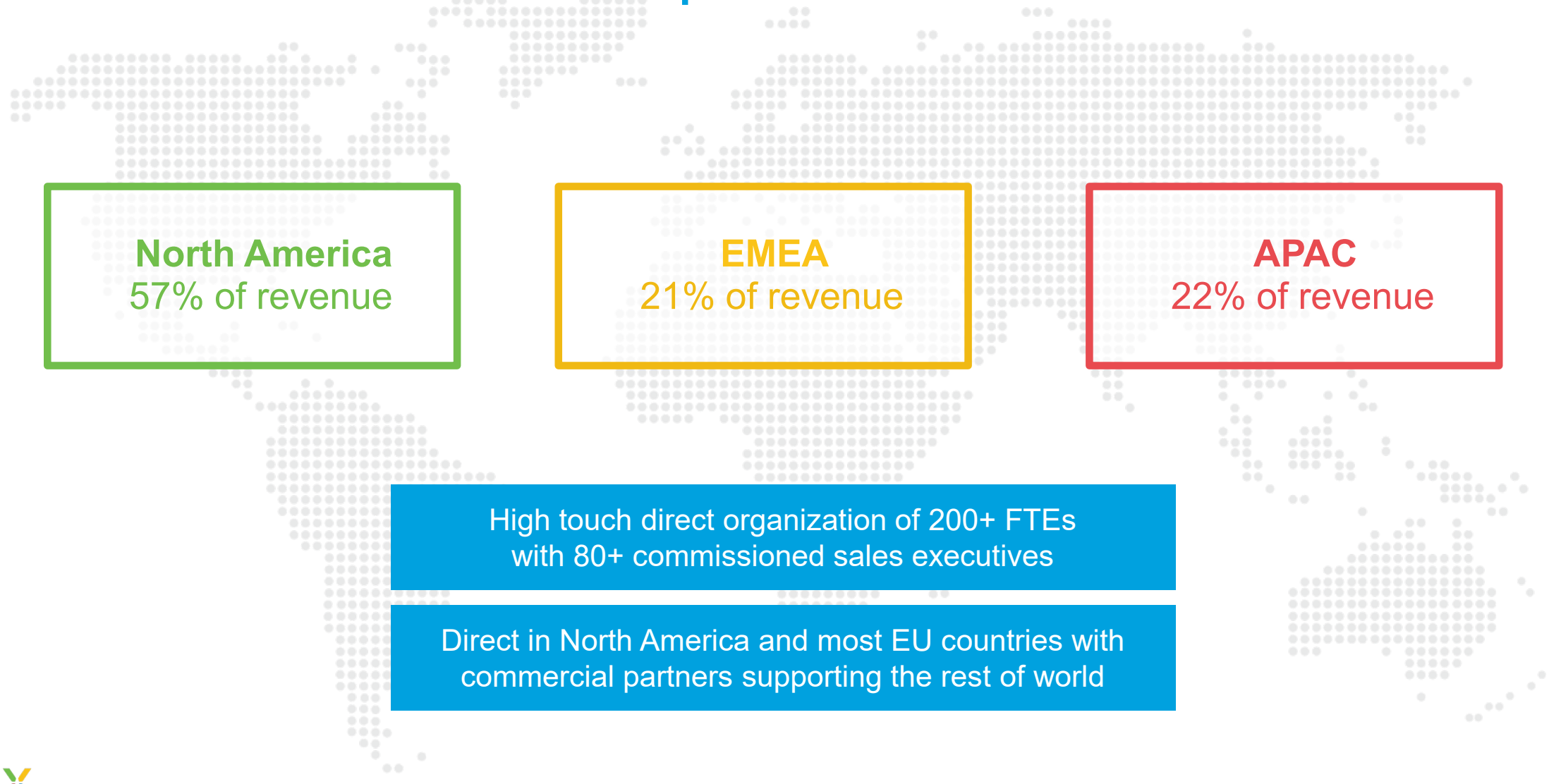
Global Commercial Footprint



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700 Patents Issued / Filed

Key Platforms Technologies



Chromium Single Cell

Partitioning techniques
Barcoding assays
Instrumentation and software



Visium Spatial

180+ patents filed

Array designs and fabrication
Spatial barcoding
Sample preparation

Key Application Areas



Gene Expression

Unbiased and targeted
Hashing



Immunology

TCR mapping
MHC library



DNA

Copy Number Variation
Long Range Sequencing



Epigenomics

ATAC-seq
ChIP-seq



Proteins

Antibody and MHC tagging
Multi-omics

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Looking Ahead

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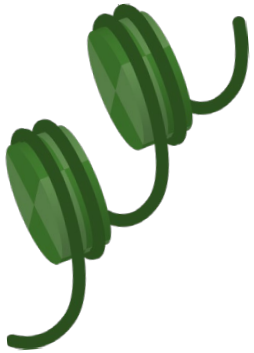
Unlocking Rules of Epigenetic Programming



DNA



Epigenome



RNA



Proteins

Blueprint → Program → Output → Results

Directly linking the program and output from the same cell

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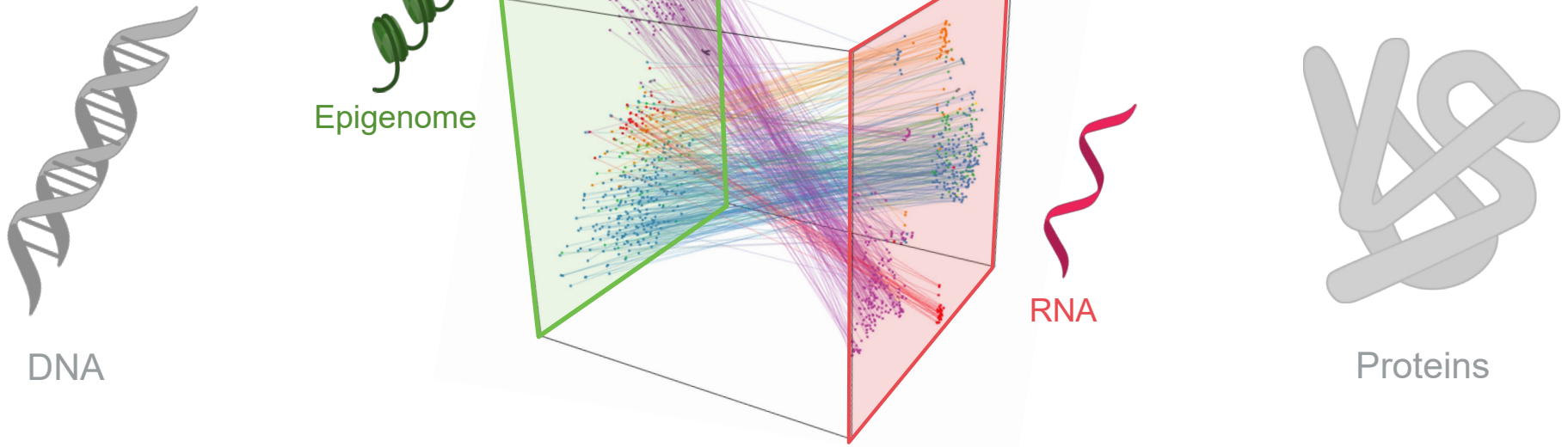
Unlocking Rules of Epigenetic Programming



Blueprint → Program → Output → Results

Directly linking the program and output from the same cell

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Targeted and Flexible Experiments

Targeting

50-75% drop in sequencing costs

Measure a panel of 10 to 1,000 genes

Cell Plexing

More experiments, 10-fold increase in samples

Pool 2 to 12 samples together on a single channel

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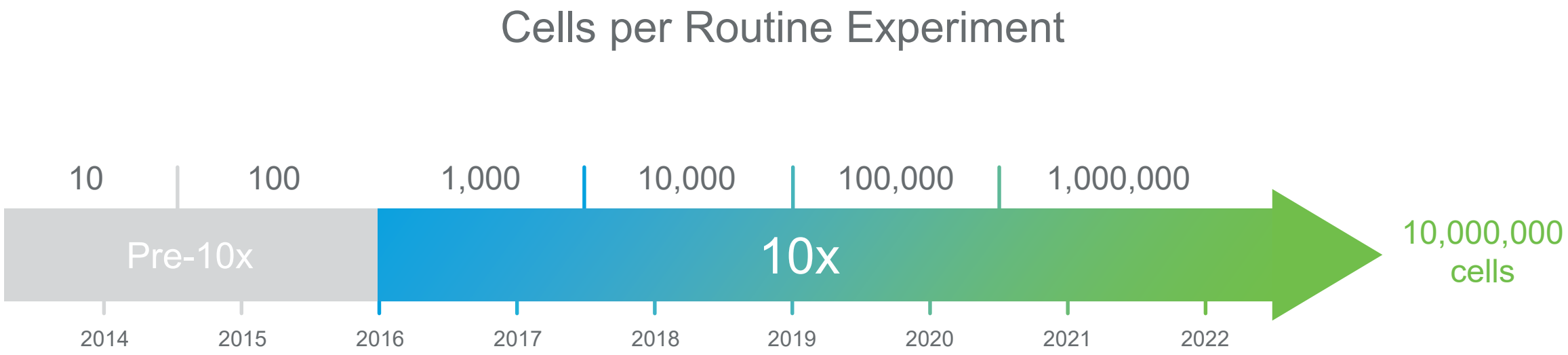
The Future: 10M cells



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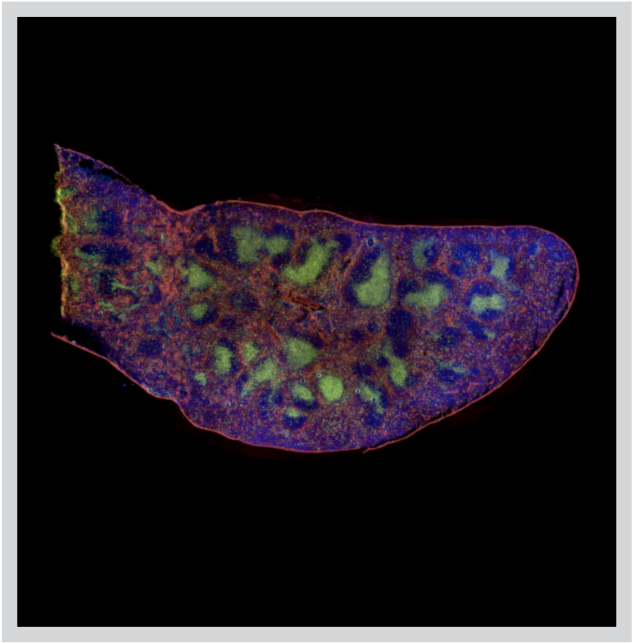
Visium: Immunohistochemistry with Gene Expression

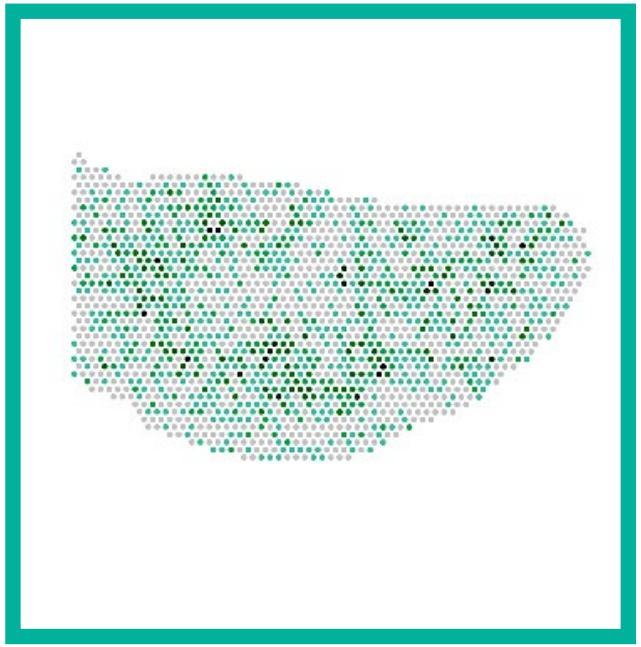
Immunohistochemistry (IHC)



CD3 CD29 DAPI

+

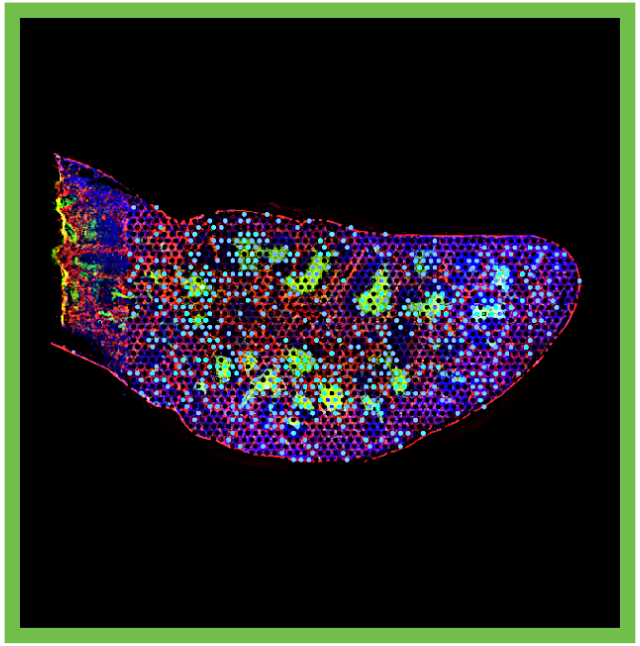
Visium Gene Expression



CD3 RNA Selected from a transcriptome

=

IHC + Visium Gene Expression



Merged

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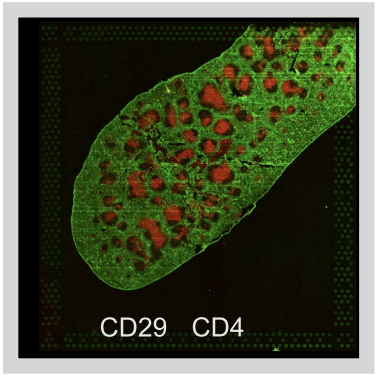
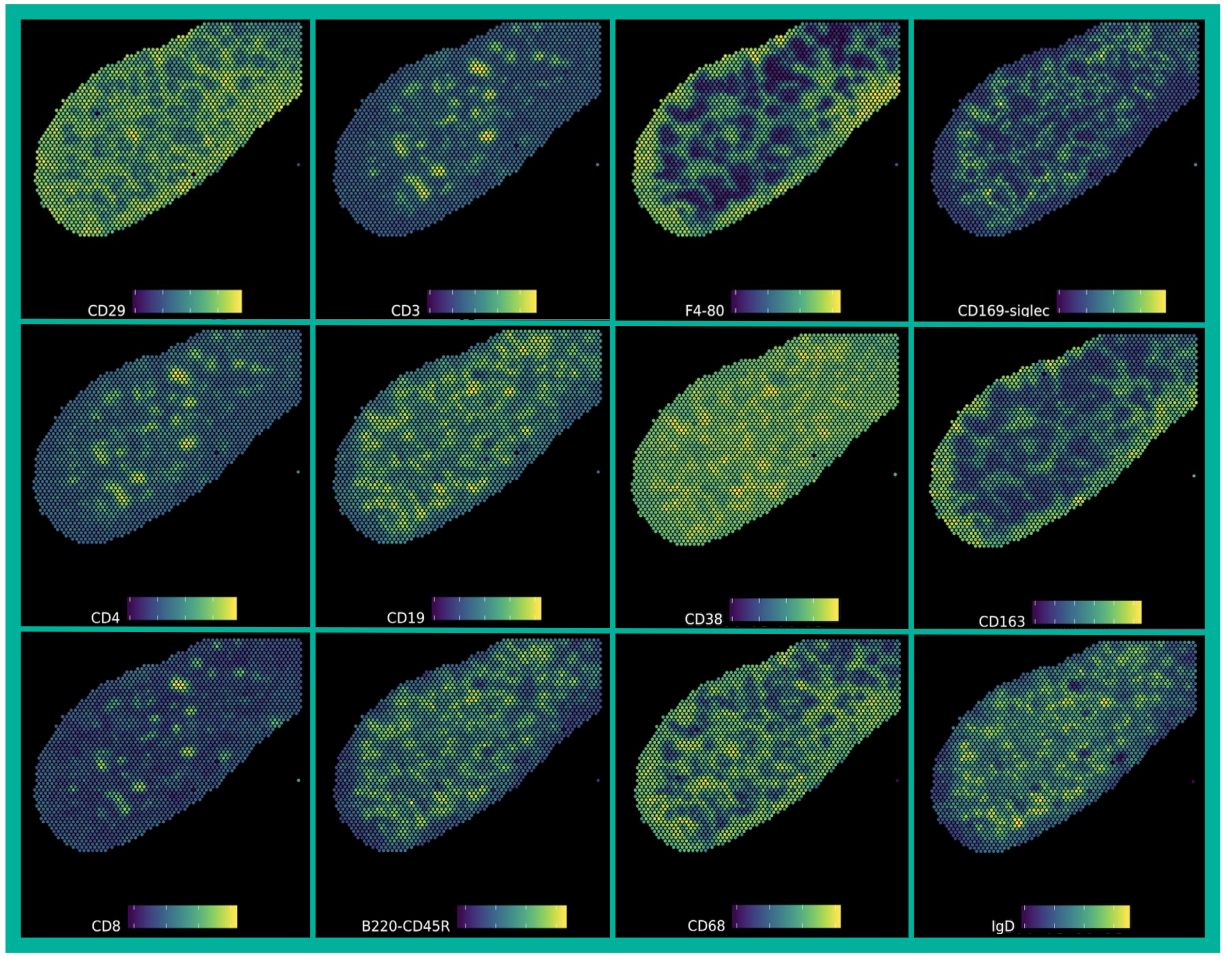
Visium: Ultra High Plex Protein Analysis

IHC



Visium Protein Analysis



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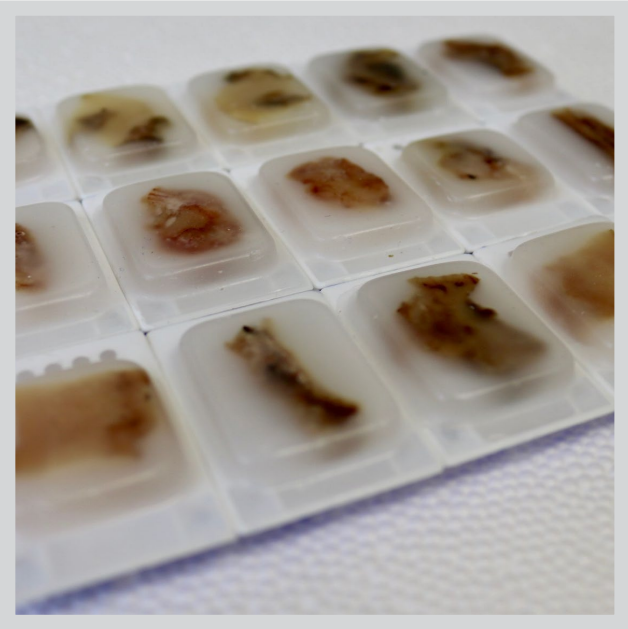
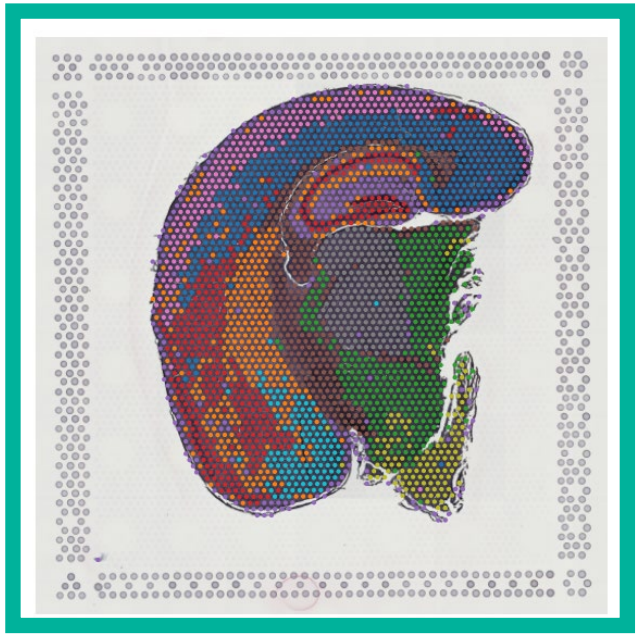
Visium: FFPE on Spatial Gene Expression

FFPE



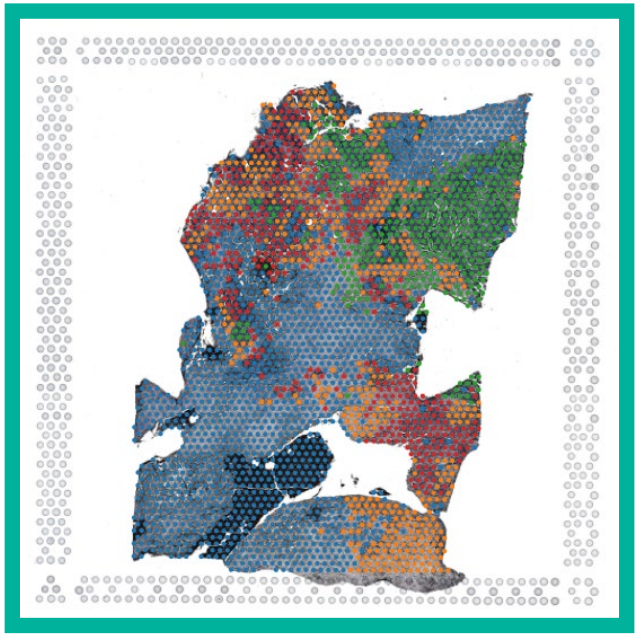
Standard tissue preservation

Recently fixed



Mouse brain

7-year archival



Breast cancer

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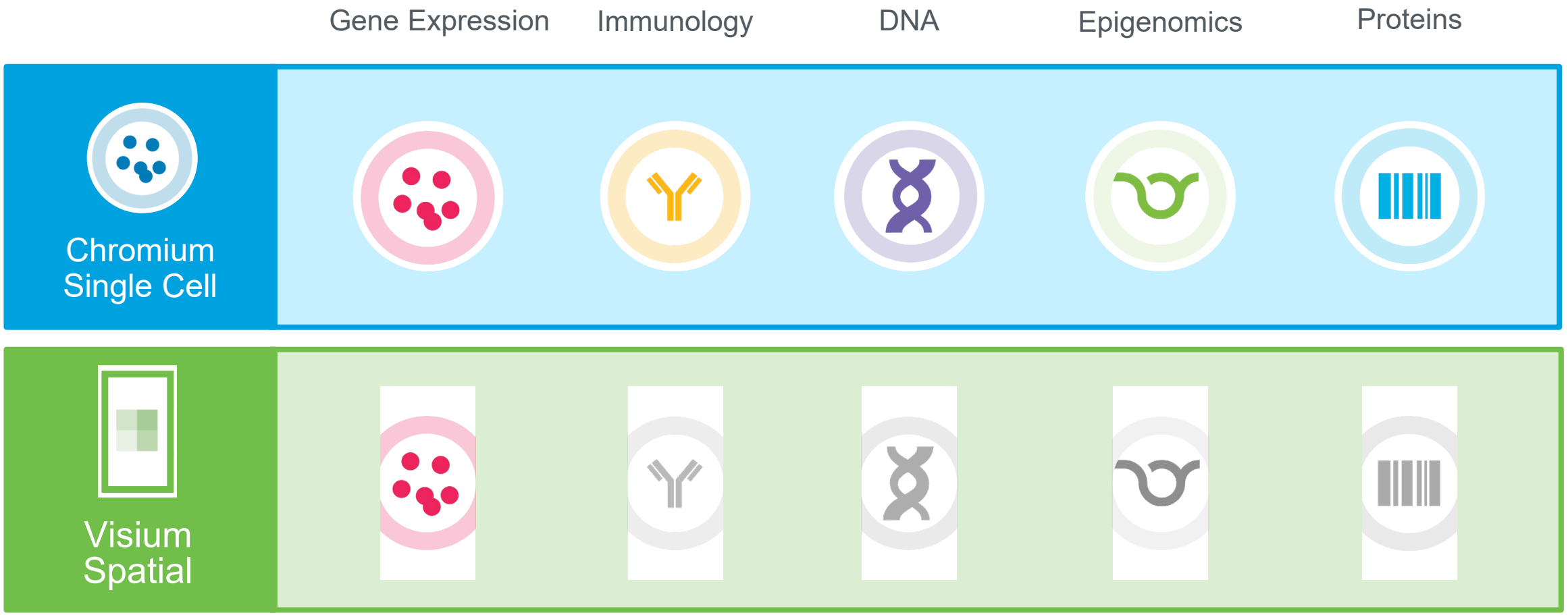
Towards a Comprehensive View of Biology



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References

Slide	
3	Revenue and revenue growth through first three quarters of 2019. Installed instruments since mid-2015. Annual consumable pull-through per instrument as of FY 2018. Peer reviewed publications for year ended 2019.
7	t-SNE projection of approximately 10,000 mouse brain cells derived from the combined cortex, hippocampus and ventricular zones of embryonic day 18 brain tissue. Major subpopulations were identified based on gene markers that are enriched in each class.
10	Chromium Connect expected to launch in 2020.
15	Publications published based on data generated using our products. Represents cumulative publications per quarter.
17	10x estimates for RT-PCR data are based on market research. Chromium instruments sold are since mid-2015.
18	Approximately $13 billion market opportunity includes market for next-generation sequencing (NGS), automation, microscopy, flow cytometry, LIMS, sample preparation, microarrays, multiplex technology, capillary electrophoresis (CE) sequencing, high content imaging, protein microarrays and magnetic beads based on our internal estimates.
19	Customer concentration and non-US revenue information through first three quarters of 2019. Percentage of customers using multiple solutions and average annual pull-through per instrument as of FY 2018.
21	Denotes first three quarters of 2019 revenue.

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